

CUSTOMER DATA PROTECTION

THE FUTURE OF CONSUMER IDENTITY, DATA PRIVACY, AND TRUST

CONSUMER IDENTITY WORLD EU 2019
AMSTERDAM NEATHERANDS



DEBBIE REYNOLDS
CEO & CHIEF DATA PRIVACY OFFICER
DEBBIE REYNOLDS CONSULTING LLC

About Debbie Reynolds, The “Data Diva”

- ❑ **Technologist and Advisor to Multinational Corporations on Global Data Privacy**
- ❑ **Internationally published author of books, journals, and articles**
- ❑ **Advisory Board Member & Contributor, International Journal for the Data Protection Officer, Privacy Officer, and Privacy Counsel, The Data Litigator**
- ❑ **Adjunct Professor at Georgetown University and Cleveland Marshall School of Law**
- ❑ **Speaker and Media presence on Data Privacy topics**



STATISTICS

THE ONLINE CONSUMER, GLOBAL DATA PRIVACY LEGISLATION, AND CONSUMER TRUST

THE ONLINE CONSUMER

3.9 Billion People On The Internet As Of 2018*



*Internet usage worldwide - Statistics & Facts, Statista.com, 2018

GLOBAL DATA PRIVACY LEGISLATION



58% COUNTRIES WITH LEGISLATION*

10% COUNTRIES WITH DRAFT LEGISLATION*

21% COUNTRIES WITH NO LEGISLATION*

12% COUNTRIES WITH NO DATA*

* Source: United Nations Conference on Trade and Development, 03-23-2019

CONSUMER TRUST

Consumers ranked brand trust as one of the top factors they consider when making a purchase, with 81 percent of survey respondents saying that they “must be able to trust the brand to do what is right.”



*2019 Edelman Trust Barometer Special Report, June 18, 2019

HOW CAN PREPARE FOR THE FUTURE?

- ✓ MORE CUSTOMERS
- ✓ MORE DATA PRIVACY LAWS
- ✓ MORE CONSUMER TRUST

THE FIVE THEMES OF GLOBAL DATA PRIVACY

**ALL DATA PRIVACY LAWS ADDRESS
TO ONE OR MORE OF THESE
THEMES**

THE FIVE THEMES OF GLOBAL DATA PRIVACY

01 | PRIVACY RIGHTS OF THE INDIVIDUAL

02 | PURPOSE OF DATA PROCESSING

03 | ACCOUNTABILITY FOR DATA
PROCESSING

04 | SECURITY OF DATA

05 | RETENTION OF DATA

PRIVACY RIGHTS OF THE INDIVIDUAL

- **Privacy As A Fundamental Human Right**
- **Privacy As A Right By Data Categories**
- **Government Rights That Supersede Individual Rights**





THE FIVE THEMES OF GLOBAL DATA PRIVACY

01 | PRIVACY RIGHTS OF THE INDIVIDUAL

02 | PURPOSE OF DATA PROCESSING

03 | ACCOUNTABILITY FOR DATA
PROCESSING

04 | SECURITY OF DATA

05 | RETENTION OF DATA

PURPOSE OF DATA PROCESSING



- Provide Goods And Services To Consumer (Free Or Paid)
- Data Used In Normal Course Of Business (Management, Employment, Etc.)
- Provide Services Or Seek Information From An Individual (Government Social Services Benefits, Law Enforcement, Etc.)



THE FIVE THEMES OF GLOBAL DATA PRIVACY

01 | PRIVACY RIGHTS OF THE INDIVIDUAL

02 | PURPOSE OF DATA PROCESSING

03 | ACCOUNTABILITY FOR DATA
PROCESSING

04 | SECURITY OF DATA

05 | RETENTION OF DATA

ACCOUNTABILITY FOR DATA PROCESSING

- **Tracking Of Data Throughout Information Lifecycle**
- **Assess How Technology Is Managing And Disseminating Data**
- **Transparency Of Data Handling To Data Subject**



THE FIVE THEMES OF GLOBAL DATA PRIVACY

01 | PRIVACY RIGHTS OF THE INDIVIDUAL

02 | PURPOSE OF DATA PROCESSING

03 | ACCOUNTABILITY FOR DATA
PROCESSING

04 | SECURITY OF DATA

05 | RETENTION OF DATA

SECURITY OF DATA



- **Safeguards Within An Organization To Protect The Contents Of Data**
- **Limiting Data Access On A “Need To Know” Basis**
- **Limiting Data Collection To Only Vitally Important Information**



THE FIVE THEMES OF GLOBAL DATA PRIVACY

01 | PRIVACY RIGHTS OF THE INDIVIDUAL

02 | PURPOSE OF DATA PROCESSING

03 | ACCOUNTABILITY FOR DATA
PROCESSING

04 | SECURITY OF DATA

05 | RETENTION OF DATA

RETENTION OF DATA

- **Retention Schedules Tied To Purpose Of Data Handling**
- **Triggers To Delete Data At End Of Data Use**
- **Deleting Data Upon Customer Request**



THANK YOU



Debbie Reynolds

Debbie Reynolds Consulting, LLC

Founder, CEO, and Chief Data Privacy Officer

+1 (312) 513-3665

<http://www.debbiereynoldsconsulting.com>

datadiva@debbiereynoldsconsulting.com

<https://www.linkedin.com/in/debbiareynolds/>

CONTENT.
COMMUNITY.
CHANGE.

KuppingerCole Analysts AG
Wilhelmstr. 20 - 22
65185 Wiesbaden | GERMANY

P: +49 | 211 - 23 70 77 - 0
F: +49 | 211 - 23 70 77 - 11

E: info@kuppingercole.com
www.kuppingercole.com

sales@kuppingercole.com